

#WithRefugees Campaign

World Refugee Day 2016

EXTERNAL CONCEPT NOTE

Last update: 05/05/16



World Refugee Day on June 20 is a key moment for UNHCR to communicate to the world who refugees* are and why they need protection.

OUR CHALLENGE: There are more people displaced by conflict in this world than at any time since the Second World War. These unprecedented numbers have pushed UNHCR and our partners to the limit, and the situation continues to intensify. With more and more people forced to flee, public anxiety has increased – often resulting in intolerance and misinformation about refugees.

OUR PROPOSAL: Against this backdrop, UNHCR will launch the **#WithRefugees Campaign** for World Refugee Day 2016. The campaign aims to build empathy and understanding of refugees by enabling the public to see through the lens of ‘universal hopes and dreams’ that people everywhere share – e.g., caring for a family, opening a business, going to school or having a place to call home.

OUR APPROACH: Our advocacy campaigns strive to engage people with limited understanding of UNHCR or refugees to take a first small step towards becoming a supporter. We aim to make the huge global displacement problem less threatening and more tangible and accessible for the public, by telling authentic refugee stories which emphasize the common hopes and dreams we all share.

MESSAGING: The main **message** of the **#WithRefugees Campaign** is that refugees are people like you and me who have been forced to flee**. This allows UNHCR the flexibility to talk about tolerance towards refugees or IDPS, about successful resettled refugees, about returnees, about integration and about refugee rights.

OUR CALL TO ACTION: The **#WithRefugees Campaign** call to action will ask audiences to show their solidarity for people forced to flee by signing our **#WithRefugees Campaign** petition***.

Petition text:

Will you stand #WithRefugees?

Every day, war forces thousands of families to flee their homes.

People like you, people like me.

To escape the violence, they leave everything behind – everything except their hopes and dreams for a safer future.

UNHCR, the UN Refugee Agency, believes all refugees deserve to live in safety.

*Add your name to the **#WithRefugees** petition to send a clear message to governments that they must act with solidarity and shared responsibility.*

*We stand together **#WithRefugees**.*

Please stand with us.

The **#WithRefugees** petition will be delivered to UN headquarters in New York ahead of the UN High Level meeting on Refugees and Migrants on September 19, 2016.

The petition asks governments to:

- Ensure every refugee child gets an education.
- Ensure every refugee family has somewhere safe to live.
- Ensure every refugee can work or learn new skills to make a positive contribution to their community.

*We use refugees in the broadest sense- reflecting all persons who have been forced to flee; IDPS, returnees, resettled refugees.

**This phrase can also be adapted to Refugees are ordinary people forced to flee. The word ordinary does not translate well in some languages so we have changed the phrasing to people like you and me.

***The #IBelong Campaign to End Statelessness has successfully used a petition-based model to bring large numbers of supporters to our campaign and we will follow this method again for #WithRefugees Campaign

#WithRefugees Campaign

World Refugee Day 2016

EXTERNAL CONCEPT NOTE

Last update: 05/05/16



Giving our audiences a concrete and meaningful call to action will encourage a higher level of engagement. We would like all our partners and stakeholders to sign and share the petition. Afterwards, they can engage further by sharing refugee stories, donating or showing support for local campaigns or initiatives.

CAMPAIGN CONTENT AND MICROSITE: The stories featured on the **#WithRefugees Campaign** microsite will highlight the hopes and dreams of refugees. These can be big or small and related to human rights such as shelter, work, education and health.

CELEBRITY SUPPORT: UNHCR Goodwill Ambassadors and supporters can reinforce the campaign by echoing its key message: **“We stand together #WithRefugees. Please stand with us”**. They will record videos and PSAs with this message. Supporters can also support the campaign by signing the petition and sharing this on social media.

TOOLS FOR ENGAGEMENT:

We have created a Campaign Toolkit, templates for posters, digital banners, social media assets, and the website for replication in local languages. The petition will be hosted on the #WithRefugees website home page. All of our materials will feature the website URL or the #WithRefugees hashtag. Partners are encouraged to use and share these materials with their networks.

CAMPAIGN LAUNCH KEY DATES: The **#WithRefugees Campaign** will be launched on June 1 to build momentum for World Refugee Day (WRD). WRD will mark a key moment in the #WithRefugees Campaign and serve to mobilize support for our #WithRefugees petition.



Campaign Poster Example



Digital Asset Example

*We use refugees in the broadest sense- reflecting all persons who have been forced to flee; IDPS, returnees, resettled refugees.

**This phrase can also be adapted to Refugees are ordinary people forced to flee. The word ordinary does not translate well in some languages so we have changed the phrasing to people like you and me.

***The #IBelong Campaign to End Statelessness has successfully used a petition-based model to bring large numbers of supporters to our campaign and we will follow this method again for #WithRefugees Campaign